



FIG SEMINAR  
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2-4 June 2004  
Ulrika Olsson

# Lantmäteriet

## Pricing models for e-government procedures

Ulrika Olsson

Product manager

Lantmäteriet

- The National Land Survey of Sweden

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## Pricing models for e-government procedures

- The Swedish model for financing
- Lantmäteriets price process
- Lantmäteriets new price model
- Example of two Internet products and how they have been priced

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## The Swedish Real Property Register

- Real Property Part
- Land Register Part
- Address Part
- Building Part
- Property Tax Assessment Part

## The Swedish financing model

- Government grants for creation and maintenance
- User financing for provision of information plus a contribution to costs for maintenance and development
- As of 2004 all Land Information is financed by the users to 100 % .

## Pricing processes: Analysis

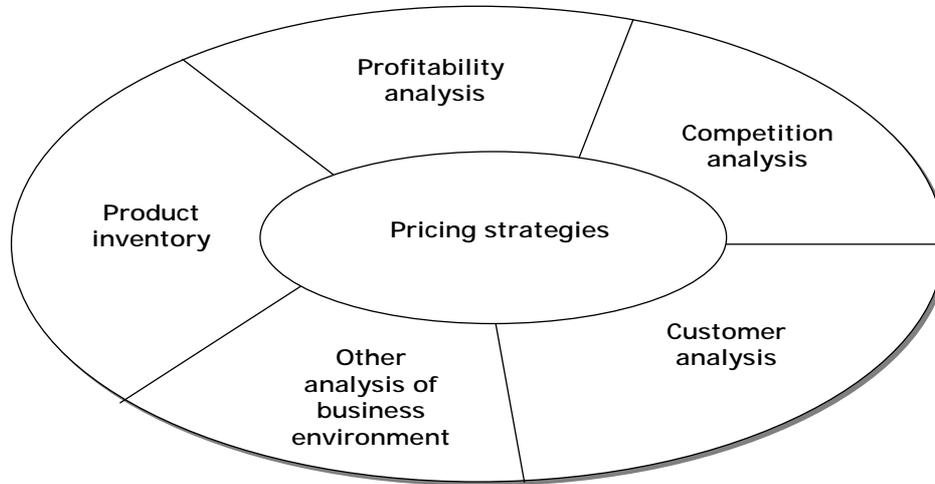


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## Price investigation 2003

Produce a pricing model that leads to:

- Lantmäteriet's products are perceived as priceworthy
- increased use of our information
- increased revenue

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## Targets Price model

- Charge for what the customer wants and gets
- Segmentation
- Transparent model that is easy to use
  - streamline Geographic and Land Information
  - distinct and uniform terms
  - reduce the number of fees and prices
  - reduce the number of rebates and additions
  - reduce arbitrariness

## New price model

- Charge per amount of information
  - pricing per object
- Differentiation
  - quality differences means different prices
  - larger number of users/terminals on customer side means higher price
  - different subscription alternatives have different prices

## Application - online products

- One time fee
- Subscription fee
  - subscription alternatives:
    - high fixed monthly fee and lower transaction charges.
    - low fixed monthly fee and higher transaction charges.
- Transaction charges

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## lantmateriet.se

The screenshot shows the Lantmäteriet website homepage. The header features the LANTMÄTERIET logo and navigation links for Home, Contact us, and PRODUCTS AND SERVICES. A search bar is also present. The main content area is divided into several sections: 'Browse or buy' with a 'Welcome to Lantmäteriet's Market Place!' message, 'Historical Maps' (A treasure from early 1600s until now), 'Sweden Images' (Look at Sweden from above), 'For all' (Property Search, Log in), 'Your Map' (Mapsearch, Make Your own map), 'Satellite Images' (See the world from a satellite), and 'Mapstore' (Order printed maps, trail guides etc.). On the right side, there are links for 'Real Estate Barometer', 'ArcCadastré by Lantmäteriet', 'KartCentrum The Map Maker', 'Kartplan 2004 and Geolex™', and 'Total Balance'. The footer contains copyright information: © Lantmäteriet, SE-801 82 Gäddede, Sweden. Tel: +46 (0) 26 63 30 00, www.lantmateriet.se.

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## Two examples of pricing of Internet products

- Customer adapted property enquiries
- PropertySearch

## Customer adapted property enquiries

- Direct access to Real Property Register through the Internet
- Optional information
- May be integrated and stored into customer's own system

## Custom er adapted property enquiries

- One time fee
  - Perconnection 1500 SEK
- Subscription fee
  - Monthly payment 100 SEK
- Transaction charges
  - Realproperty unit 8 SEK
  - Owner 12 SEK
  - Co-ordinate 8 SEK
  - Mortgage 16 SEK
  - Tax Assessment 18 SEK
  - Building 16 SEK
  - Plan 8 SEK

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## Property Search

**Index**

- Fastighet
- Adress
- Läge, Karta
- Areal
- Lagfart
- Anteckningar
- Inteckningar
- Inskrivningar
- Rättigheter
- Planer mm.
- Taxeringsuppgifter
- Andel i GA/Samf
- Åtgärd
- Ursprung
- Tidigare beteckning

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## Property Search

- One time fee
  - Per connection 1500 SEK
- Subscription fee
  - Monthly payment 100 SEK
- Transaction charges
  - General 33 SEK
  - Tax Assessment 21 SEK
  - General+ Tax Assessment 54 SEK
  - Previous owner 12 SEK
  - Address + owner 21 SEK
  - Building 21 SEK

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